

Draft: May 2, 2011

## **City of Hampton Community Plan Update: 2011**

### **Strategic Issues**

#### **Introduction**

Each community in Virginia must formulate and adopt a plan to serve as a general guide for its growth and development. Compared to most Virginia communities, Hampton has a long tradition of community planning dating back to the 1950's. Recent efforts have embraced the value of grassroots citizen participation in the formulation of these important policy documents. This value recognizes that local government alone cannot achieve the level of successes represented in Hampton's vision of making our community the ***"most livable community in Virginia."***

These plans give us an opportunity to engage in education, dialogue, and discussion to determine what our priorities should be going forward. Out of this discussion, broad community goals accompanied by specific strategies are identified which guide future actions and resource allocation. In this first phase of work, participants are being asked to help address the following questions:

- What are our relative strengths, weaknesses, opportunities, and threats?
- What are the most strategic issues facing our community in the next 5 years and beyond?
- What should be the vision for success for each of these strategic issues?
- What broad community goals should we establish for each issue area?
- How do we measure success?
- How are these strategic issues related to each other?

In February of 2006, the City of Hampton adopted a new comprehensive plan entitled the Hampton Community Plan. Approximately every five years, the adopted plan is reviewed to insure that it remains relevant and current with respect to community aspirations and challenges. In September 2010, Hampton City Council authorized the City Manager to begin a process to review the 2006 Hampton Community Plan. As was the case in 2006, the City of Hampton has collaborated with Hampton City Schools and numerous community partners to review and update this important document that helps to shape our community's future. The 2006 Hampton Community Plan was the first merger of both the "strategic plan" and the "comprehensive plan" into one integrated document; we are continuing that approach with

this update. As a result, the first step in the process is to review the vision, strategic issues, and broad community goals. This document represents the key results emanating from this community discussion.

## **Process**

On October 7, 2010, the City hosted a community kick-off meeting in which approximately 240 citizens attended. This meeting outlined the purpose and anticipated schedule for this effort. The bulk of the session allowed citizens to participate in one or more small group discussions aimed at identifying the most pressing issues and challenges facing our community.

As a result of the discussion held on October 7, 2010, ten (10) strategic topic areas were identified:

- Economic Base, Regionalism, Transportation & Infrastructure
- Education and Lifelong Learning
- Community Appearance, Pride & Image
- Waterways (this strategic issue had been identified prior to 10/7/10)
- Good Government
- Housing & Neighborhoods
- Community Health & Healthy Families
- Public Safety
- Environment, Sustainability, & Quality of Life
- Diverse Population, Youth & Seniors

These topics were endorsed by City Council as the starting point for the update process. As a result, community focus groups were formed for each of the ten strategic topic areas. Each focus group was comprised of between 10-20 community members (although some groups were larger) supported by a staff convener, a facilitation team, and technical experts from city staff and other organizations and entities. Most focus groups met approximately twice each month between January and April 2011, although a few focus groups began meeting earlier than January 2011.

On March 8, 2011 a “mid-point” community checkpoint meeting was held. Each focus group presented its work which included a draft vision and goals proposed for their specific strategic topic area. Citizens were then given the opportunity to discuss the draft work and offer comments and/or suggestions. On March 10, 2011, two representatives of each of the

ten focus groups came together to process what they heard from the public two nights earlier and what “course corrections” they would suggest. These representatives generally felt that the ten (10) focus group topics were on target based upon public feedback. They also discussed common issues and themes shared by more than one focus group. Thirteen common issues or themes were identified as being worthy of note and further exploration. These common issues or themes were topics identified by two or more focus groups through the course of their respective work. The thirteen common issues or themes identified at the mid-point of the process were as follows:

- History/Historic
- Jobs/Business Attraction
- Education (broadly defined)
- Neighborhood Quality & Diversity
- Broader Community Involvement/Bringing People Together
- Water Resources/Waterfront As An Asset
- Communication To All/ Public Awareness
- Improved Access to Services
- Need for Partnerships /Shared Responsibility
- People as Resources
- More & Better Choices for Getting Around/Mobility for All
- More “Green” & Sustainable Policies, Practices, and Development
- Achieve Excellence in What We Do (Public & Private Sector)

Each focus group completed its initial work by April 15, 2011. Based upon this work a draft document was compiled and distributed for review around the first of May 2011. A final community checkpoint meeting was held on March 24, 2011 in order to receive comments and feedback prior to making final changes that were then forwarded to the Planning Commission and City Council. *(Fill in results from this meeting).*

On June 8, 2011, the Planning Commission and City Council received the proposed update to the Community Plan at a joint work session. *(Fill in results from this work session).*

The Planning Commission held its first public hearing to receive public comment on July 7, 2011. *(Fill in any results, changes from the Planning Commission)*

The City Council held public hearings to receive public comment on the proposed update to the Community Plan/Strategic Plan on *(list dates and results).*

## **Community Appearance, Pride, and Image**

*Note to staff: CAPI rank ordered both strategies and measures so that if either group had to be pared down, the top priorities would go forward*

**CAPI Vision:**     **Contemporary coastal living in a proud, historic, and vibrant community.**

**Goal 1:**     **Aesthetic improvement of all major corridors and gateways, including interstate entrances and exits**

### **Strategies:**

1. Quality appearance of all gateways For example: Pembroke – Powhatan, Mercury – I64, Woodland – I64, LaSalle/Armistead – I64, and Mercury – King.
2. Improve attractiveness of landscaping, through increased use of
  - a. low maintenance landscaping using natural and native plants and designs in new installations and problem areas
  - b. underground watering
3. Increase signage attractiveness:
  - a. Improve standards to eventually eliminate billboards and nonconforming signs
  - b. Increase the number of neighborhood entrance signs
  - c. Use 'Welcome' and 'Thank You' signs that support City branding
  - d. Work with Hampton Convention and Visitor's Bureau (HCVB) to coordinate signage with the branding of the City
4. Enlist the help of City partners (master gardeners, VDOT, Sheriff's Office, neighborhood associations, and others) to tend entrances and exits.
  - a. Establish a modest budget (\$600-1200 annually) for partners to purchase new bulbs and/or annuals
  - b. Establish "ownership" of gateways and corridors with a boasting rights trophy awarded each month or quarter, to be passed down to the next winner
  - c. Ensure excellent communication between involved parties to achieve stated goals

### **"Key" Measurable:**

1. Hampton's gateways and corridors reflect pride and a high standard of maintenance as measured by
  - a. Resident satisfaction regarding the appearance of gateways and major corridors
  - b. Improved score on litter index

**Goal 2: Optimize appearance, pride, and image in our water assets**

**Strategies:**

1. Educate homeowners on the importance of waterfront landscaping, buffers, and historic creeks
2. Better communication of City successes and future plans for improving water asset appearance (e.g., New Market Creek, Fort Monroe, Robinson Creek, Indian River Creeks)
3. Annually hold a waterways cleanup celebration and issue T-shirts to increase participation and promote the pride in Hampton ethic

**“Key” Measurables:**

1. Increase the number of shoreline cleanups and the number of citizens participating
2. Resident satisfaction with appearance and quality of waterways

**Goal 3: Maintain, and enhance neighborhood quality, appearance, and pride**

**Strategies:**

1. Increase beautification efforts, including
  - a. Adopt-A-Spots
  - b. Neighborhood cleanups led by HCCC
  - c. Increase maintenance of schools and neighborhood recreation facilities such as pools, parks, bike paths
2. Enforce or improve existing laws to address:
  - a. Preservation of historic easements in older neighborhoods when redoing streetscapes
  - b. Blighted, vacant structures
  - c. Dog excrement
  - d. Street front and parking lots litter
  - e. Parking on lawns
  - f. Size of concrete driveways
  - g. Insufficient neighborhood parking
  - h. Dilapidated fencing
3. Improve neighborhood lighting with increases in lighting and/or upgraded architectural street lighting where appropriate
4. Create or re-establish an inter-civic league council to aid in communication and coordination of stated goals

**“Key” Measurables:**

1. Increase in code enforcement related to home appearance and litter
2. Resident satisfaction with the attractiveness of their neighborhood

#### **Goal 4: Support and communicate Hampton's excellence**

##### **Strategies:**

1. Implement an internally-focused branding campaign that targets people who live, work and play in Hampton and is coordinated with the HCVB website re-launch so that the imagery and signage work together rather than compete
  - a. Utilize all media to communicate Hampton successes
  - b. Increased use of TV coverage
  - c. Education using special/local personalities
  - d. Channel 47 interviews that showcase accomplishments
  - e. Host events to increase awareness of successes and/or areas needing support for improvement
2. Partner with Hampton City Schools to inspire pride in students and enlist their help in building pride throughout the community
3. Implement an award program promoting citizen contributions to Hampton appearance, pride, and image

##### **"Key" Measurables:**

1. Number of positive news articles regarding Hampton appearance, pride, and image
2. Resident pride in Hampton as measured on the Resident Satisfaction Survey
3. Number of nominations and donors for the CAPI award and honor event

#### **Goal 5: Capitalize on Hampton's history as a source of pride**

##### **Strategies:**

1. Capitalize on and emphasize Hampton's 400 year history by developing a program to biannually focus on a significant period of Hampton's History

##### **"Key" Measurables:**

1. Resident pride in Hampton's history as measured on the Resident Satisfaction Survey
2. Attendance at Hampton history-related museums and events

*Note to staff: The group was unable to agree on whether Goal 5 should stand alone or be incorporated into Goal 4. The group did agree to let City staff make the final decision. Stand-alone argument: History is in the CAPI vision and should be separate so that it is more prominent and less likely to get lost in other initiatives. Argument for making #5 a part of Goal 4: Pride in history is so integral to Hampton's overall excellence that it should be included in # 4.*

*The CAPI group requested that the following strategies and measures be passed on to other more appropriate focus groups:*

1. To be passed on to the **Transportation** Focus Group:
  - Improve pedestrian crossings throughout the City (e.g., Mercury – Coliseum).
2. To be passed on to the **Waterways** Focus Group:
  - Improve/increase public access to waterways.
  - Increase/protect public access to water assets: boardwalks, boat ramps, beaches
  - Reclaim and restore historic creeks to help improve access, drainage, and flood prevention through dredging, ditch maintenance, and erosion control)
  - Encourage compliance with Chesapeake Bay Preservation Act, use buffers, increase citizen responsibility for keeping waterways clean and beautiful
  - Reclaim/restore historic waterways.
  - Improve water quality at beaches and on rivers by better maintaining stormwater BMPs (Best Management Practices), and other impacting factors. Key measure: Water quality using HRSD water quality standards and testing to measure progress
3. To be passed on to the **Neighborhood** Focus Group:
  - Increased home sales and stabilized home assessments
  - Increased home ownership investments with new home owners
4. To be passed on to the **Diverse Populations** Focus Group:
  - Increase handicap ramps/access

## Community Health & Healthy Families

The collective health of our citizens and the environment which influences our collective well being are of strategic importance for the future of our community. We often say that” we will only be as successful as our people allow us to be” so the relative health of our community will influence many aspects of our future. Performance in school, performance in the workplace, the cost of public services and the attractiveness of a community as a place to live and work can all be influenced by how well we succeed at being a healthy community.

### Draft Vision:

*Hampton will be the healthiest community in Virginia.*

### Draft Goals:

1. Hampton will provide improved access to information, transportation, affordable medical and dental services, and prescription medications. **(See Economic Base, Regionalism, Transportation & Infrastructure; Diverse Population, Youth & Seniors; Good Government)**
2. Hampton will implement a regular community planning and improvement process.
3. Hampton will create a culture of prevention.
4. Hampton will maximize awareness and public education efforts. **(See Education and Lifelong Learning)**
5. Hampton will create a community wide understanding and acceptance of the concept that “community health” is the responsibility of all segments of the community - public, private, individuals, and organizations.

*(Note: While not required, you may also list draft strategies under each respective goal if the group has identified strategies during the course of discussions. This represents important thoughts and ideas that should be captured)*

### Measurements of Success:

(list measureable indicators of success for each goal)

### Focus Group Members:

Paul Babcock	Valda Branch	Carlton Campbell	Debra Flores
Angela Futrell	Jeanie Goldberg	Art Greene	Linell Hunter
Thea Lawton	Elizabeth Lewis	Bill Massey	David Murray
Evelyn Olenick	Wanda Rogers	Debbie Russell	Maureen Savage
Christine Woods	Nick Wooten		



## **Diverse Population, Youth & Seniors**

Like many communities, the demographics of Hampton's citizens is constantly evolving and changing. Clearly our community is becoming more diverse in terms of many attributes including race, age, culture, and lifestyle. Hampton has distinguished itself as an "inclusive" community and one that offers many distinguished programs to serve, promote and celebrate our diversity. We must continue this tradition and leverage the richness that diversity brings as one of those unique assets that can set us apart in the ever growing, ever changing global community.

### **Draft Vision:**

*Hampton is a city that is welcoming, supportive, and inclusive of all citizens.*

### **Draft Goals:**

(Note: This focus group generated 15 draft goals amongst four different groups. The draft goals listed below represent an effort on behalf of the staff to group/summarize these 15 into a more "strategic" list of goals. The focus group should feel free to agree, disagree and/or modify this list as they deem appropriate)

1. Hampton will support a wide array of partnerships and regular forums to bring people together.
2. Hampton will attract and retain good wage jobs for all people in a variety of sectors, skills, and abilities **(see Economic Base, Regionalism, Transportation, Infrastructure; Housing and Neighborhoods)**
3. Hampton will provide services, activities, entertainment and cultural opportunities that reflect the rich diversity of our population.
4. Hampton will support a multi-modal transportation system that allows people of all ages and abilities to make daily trips in a quick and efficient manner. **(See Economic Base, Regionalism, Transportation and Infrastructure as well as Community Health/Healthy Families)**
5. Our education and lifelong learning opportunities should be more inclusive and focus on critical thinking as well as providing a broader view that reflects the diversity needs and backgrounds of our community. **(See Education and Lifelong Learning; Economic Base, Regionalism, Transportation and Infrastructure; Housing and Neighborhoods)**

6. Community involvement in our neighborhoods needs to be truly integrated with people fitting all different descriptions actively participating in the community. **(See Housing Neighborhoods)**

*(Note: While not required, you may also list draft strategies under each respective goal if the group has identified strategies during the course of discussions. This represents important thoughts and ideas that should be captured)*

**Measurements of Success:**

(list measureable indicators of success for each goal)

**Focus Group Members:**

David Murray	Linda Hansen	Eric Stone
Brian Fuller	Troy Elliott	Karen Baker
Teresa Ottofaro	Sara Machello	Jasmine Sanders
Curtis Knight	Dianne Foster	Angela Leary
Jason Samuels	Ellen Shackelford	Barbara Stewart
Will Moffett	Charlotte Dillow	Carol Perenzin
John Gately	Pete Bacote	Michael Hamar
Catherin Tyler-Northern	Willie Press	Freddie Simons
Holland Zelman	Letitia Lee	

## **Economic Base, Regionalism, Transportation and Infrastructure**

The group learned to dissimilate the differences between regional collaboration versus competition. There is a fine balance in distinguishing what are truly regional issues versus purely local issues and what impact local decisions will have regionally. The group quickly realized the number of assets the City had that are often overlooked or have not reached their full potential. Although some improvements and redevelopment have occurred in recent years as a result of the implementation of the Master Plans, the research and discussions revealed that Hampton is still a city on the margin. Hampton still struggles with both real and perceived issues.

### **Vision Statement:**

Hampton will be an innovative and economically vibrant city, central to the success of the region by advancing its economic opportunities with an educated workforce, modern infrastructure, sustainable development, and cutting-edge technology, while embracing its heritage and natural resources.

### **Goals:**

1. Hampton will be aggressive in its efforts to enhance the region's worldwide economic competitiveness through a shared vision and collaborative actions among the region's communities.
2. Hampton will strengthen its economic base through its workforce development efforts and by facilitating development of small businesses, enhancing relationships with major institutions in the City, and capitalizing on its natural and physical assets.
3. Hampton will maintain and enhance its existing infrastructure to ensure it exceeds the expected useful life and will expand its infrastructure to meet future challenges and changes regarding advanced communication systems, building for sustainability, as well as the management of coastal and stormwater flooding.
4. Hampton will create and enhance local and regional transportation options for residents and visitors by supporting urban development patterns and implementing master plans for strategic investment areas.

### **Measurements of Success:**

#### **Goal 1 Measurements:**

- a. Endorsement by all communities of a vision for Hampton Roads and a strategic plan which addresses key issues
- b. The number of Hampton's collaborative planning and operational activities with one or more Hampton Roads communities

**Goal 2 Measurements:**

- a. High school graduation rates
- b. Number of new businesses on annual basis

**Goal 3 Measurements:**

- a. Residential and commercial penetration of broadband wireless and fiber optic services
- b. Expenditures for infrastructure replacement prior to expected useful life

**Goal 4 Measurements:**

- a. New transportation options
- b. Commute times within the region and City of Hampton

## Environment & Quality of Life

### Vision Statement:

*Hampton exemplifies sustainable environmental stewardship in a waterfront community for all to enjoy.*

**Goal #1:** *Hampton proactively practices environmental stewardship of its natural resources and assets*

#### Measurements of Success

- Mixed energy usage patterns
- Environmental component of SOL – Youth
- Litter Index
- Increased percentage of redeveloped green or open space
- Mowed land (acreage) or Naturalized cover areas
- Tree Cover (Tree City or City Green)

#### Strategies

- Education on environmental stewardship
- Increase conservation of green spaces
- Exceed federal and state guidelines in all environmental areas
- Litter court
- Mandatory recycling
- Contiguous green space
- City should encourage residents and businesses to utilize alternative energy and the City should develop standards for requiring new residential developments to utilize alternative energy
- Unified streetscape improvements
- Public awareness signage program

**Goal #2:** *Hampton provides multi-modal connectivity within and between strategic investment areas and surrounding neighborhoods*

#### Measurements of Success

- Miles of walkways/bikepaths/trails
- Connectivity index between strategic areas
- Shuttle/bus availability and ridership (between strategic areas)

#### Strategies

- Increase the number of bike paths

- Bring back the trolley system or start shuttle bus/tour bus routes
- Review streets for ease of “cross-over” at major intersections and connections between neighborhoods
- Increase pedestrian signalized paths

**Goal #3:** *Hampton has improved public access to coastal and other natural environments*

Measurement of Success

- Miles of public coastline/beach (property/easement/right of way)

Strategy

- Education around pollution & Chesapeake Bay preservation

**Goal #4:** *Hampton provides high quality environmental infrastructure*

(See Economic Base, Regionalism, Transportation and Infrastructure)

Possible Measurements of Success

- Miles of underground cable/conduit
- Tons of trash converted to steam
- Tons of recycled materials
- Megawatt per capita
- Permits for alternative energy sources

**Focus Group Members:**

Cris Ausink	Shirley Boyd
George Burbank	Jeff Cerro
Kendyl Crawford	Woody Dorsey
Gaynell Drummond	Greg Enterline
Donald Fennell	Doris Hamill
Richard Marshall	Sam Martin
Pat Parker	Ken Ricklin
Chris Stuart	Donnie Tuck
Jim Williams	Ken Wright

## **Good Government**

Insuring that the local governance infrastructure is effective, efficient, innovative, open and ethical have always been important to the success and future of Hampton. The community's relationship and involvement in local government are quite unique and have been recognized nationally on many occasions for excellence and held up as a "best practice." Unlike many other communities in which large companies and/or large not-for-profits play key leadership roles, Hampton has generally looked to local government to play a prominent leadership role in charting the course for future success. Despite Hampton's previous successes and recognition, we cannot afford to rest on past achievement.

### **Draft Vision:**

*Good government is one that is responsive, open and ethical in and out of public view, and provides services which improve the quality of life for all.*

### **Draft Goals:**

1. Seek and provide more opportunities to engage and respond and inform citizens on issues pertinent to the community by the use of multiple means of communication.
2. A competent city workforce will educate citizens on and provide for accessible, efficient, and fairly distributed services.
3. Hampton will identify, plan and adopt innovative opportunities for citizen involvement, work, education and recreation.
4. Hampton will strive to be open and ethical by providing financial accountability, communication and transparency.

*(Note: While not required, you may also list draft strategies under each respective goal if the group has identified strategies during the course of discussions. This represents important thoughts and ideas that should be captured)*

### **Measurements of Success:**

#### **Measures for Goal #1**

- % of citizens report being involved in city sponsored activities
- % of citizens that reply to city surveys

- % of responses based on media (ie: how many people attended a particular meeting because they heard about it on Facebook, Ch. 47, etc.)

### **Strategies**

- Look at the number of different ways the city uses to communicate such as surveys, meetings, forums, phone calls, etc.
- Use community forums, voting, internet communications, newspaper and other means to communicate with the public

### **Measures for Goal #2**

- Measure change in survey numbers to determine success
- % of citizens successfully accessing city services
- #of complaints received & resolved from citizens on a daily basis
- % of citizens report having an understanding of city services provided by the city

### **Strategies**

- Monthly communiqués to advertise city services, events and information to the public
- Find and develop other means to distribute the citizen satisfaction survey to get more responses

### **Measures for Goal #3**

- % of citizens participating in the community plan process
- % increase in the number of communications distributed by the city
- # of community plan checkpoint meetings held annually
- diversity of participation in discussions
- % of citizens completing the citizen satisfaction survey that report being satisfied with city services
- Increase in the number of citizens to receive the citizen satisfaction survey

### **Strategies**

- Survey citizens to determine if city services and the information is: easy to find, information is easy to read, is the information or service offered at multiple locations, should answer the 5 W's
- The means of communication should be diversified

### **Measures for Goal #4**

- # of city staff, including directors and managers, trained in open government principles



- % increase in the number of open meetings
- # of open meetings compared to closed meetings (to include City Council meetings)
- # of citizens reporting increased understanding of the budget process
- # of neighborhoods represented and participate in the city's dialogue about the budget

### **Strategies**

- Perform audits to ensure financial accountability
- Financial disclosures available to the public
- Greater effort to make the budget process open and understood by citizens
- After action report produced in relation to the budget

### **Focus Group Members:**

Alice Callahan	Carlton Campbell
Ellen Carpenter	Daphne Costley
Pete Fairchild	Ernest Ferguson
Carole Garrison	Claude Hewlin, Jr.
Wanda Hewlin	Charlene Johnson
Ross Kearney	Sam Martin
Tracy Martin	Jackie Roundtree
Charles Smith	George Wallace
Jim Williams	

### **Staff:**

Tami Back	Sabrina Carr
Karl Daughtrey	John Eagle
Leslie Fuentes	Diane Gardner
Katherine Glass	Valencia Jowers
Montique McClary	Janice Moore
Liz Nisley	Gloria Washington
Cindy Woolwine	

## **Housing and Neighborhoods**

Much of Hampton's character and charm comes from the unique tapestry diverse neighborhoods that collectively make up our community. Neighborhoods are one of the basic foundations of social and civic life. If we are to reach our goals, our neighborhoods must provide the kind of places our current residents and future residents can proudly call home. While the physical elements of a neighborhood are important and most visible, the overall quality of life and effectiveness of all neighborhoods also depends on effective social and civic infrastructure.

### **Draft Vision:**

Hampton will be a community of choice that preserves and builds for future generations.

### **Draft Goals:**

Goal #1: Hampton neighborhoods will offer a mix of housing that is attractive, affordable and accessible to accommodate all citizens.

Goal #2: Neighborhoods and schools will have a strong partnership.

Goal #3: Hampton neighborhoods will offer accessible pedestrian and cycle friendly choices to promote mobility of citizens and to offer accessibility to neighborhood services and amenities.

Goal #4: Hampton will reinvest in neighborhoods by enforcing state blight regulations, city property maintenance codes, beautification and incentive programs.

Goal #5: Hampton will preserve, maintain and perpetuate the history, culture and architecture of its neighborhoods.

Note: The group had several discussions regarding the need to address homeless populations as a part of the Housing and Neighborhoods Focus Group. In the end, they concluded that since the issues that facing homeless persons are multi-faceted (housing, social services, mental health, employment, etc.), a separate group should be established to develop a vision, goals and strategies to assist Hampton homeless population.

### **Measurements of Success:**

**Goal #1:**

- Survey of realtors, homeowners, and renter perceptions on the attractiveness of Hampton neighborhoods.
- Survey of new homebuyers who chose not to live in Hampton to better understand what influenced their decision.
  - Information on local Property Transfers can be found in the Daily Press on Saturdays

**Goal #2:**

- Identify and track joint school and community programs.
- Track neighborhood participation in and support for school programs and activities
- Track neighborhood resources devoted to school programs/improvement

**Goal #3:**

- Survey residents in areas with new bike and/or walking paths regarding usage, likes, dislikes, etc.
  - Example -New bike/walking paths are proposed in the N. King Street and Newmarket Creek areas.
- Increase in the growth of connectivity of bike/walking paths over-time

**Goal #4:**

- Change in the number of property maintenance violations
- Change in housing conditions (minor/major deterioration)
  - Exterior Housing Conditions Survey
- Survey residents of specific areas regarding their perceptions of housing conditions in their neighborhood.

**Goal #5:**

- Track the number of educational events and/or publications promoting neighborhood history, culture and architecture.
- Track the number of historic tax credit projects in Hampton
- Track the number of times the City is recognized in publications regarding history, culture, and architecture

**Draft Strategies:**

- Increased marketing of the Curb Appeal Grant Programs
- Evaluate new developments to ensure there is a mix of housing types
- Partner with the Mayors Committee for People with Disabilities to help address accessible housing
- Recruit neighborhood associations and volunteers to help schools
- Empower neighborhoods to enforce blight regulations, give back

- Promote neighborhood organizing to build pride and make neighborhoods better
- Educate the public on property maintenance/codes compliance issues, processes, etc.
- Provide pro bono legal support for civic associations
- Simplify the process for Special Tax Districts so more groups can take advantage of it as a tool to improve their neighborhood
- Increased marketing of beautification activities such as Clean the Bay Day, etc.
- Market historic events/places to people outside of Hampton.
- Promote and take advantage of the history that is here.
- Promote the Vision to the citizens of Hampton and to City Council. This effort needs citizen support and Council funding to be successful.
  - Be proactive to the vision, not reactive to individuals
- Conduct an anonymous survey of teachers to assess teacher opinions of schools, etc.
  - link the survey to SOL /SAT scores.

**Focus Group Members:**

Karen Duncan	L'Allegro Smith
Donald Fennell	Kevin Spence
Ernest Ferguson	Barbara Stewart
Angela Leary	Peggy Todd
Caroline McCord	Donnie Tuck
Tonya Mosley	Catherine Tyler-Northarn
Sister David Ann Niski	Gregory Williams
Phillip Page	Stan Winarski
Willie Press	Catherine Winston
Carmina Sanchez	

## **Lifelong Learning & Education**

### **Vision Statement:**

*Partnering with community resources to ensure innovative, quality, and affordable education and lifelong learning for every citizen, every day.*

### **Goals:**

The group decided on the following goals and measurements:

1. **GOAL 1** - By 2030 every citizen in Hampton will be educated and trained to compete in global workforce.
  - Measurement 1 – Ensure children are reading on grade level or above by third grade
  - Measurement 2 – All Hampton children will graduate on time
  - Measurement 3 – Increase number of students who attend college
  - Measurement 4 – Ensure Hampton children have education preparation that supports “Ready By 21” philosophy
  - Measurement 5 – Create an Oversight Committee with schools, City and citizens (Education, Lifelong Learning Focus Group member should have a seat)
2. **GOAL 2** - Develop multiple education paths that lead to working levels/occupations.
  - Measurement 1 – Explore charter schools
3. **GOAL 3** - Ensure all students/citizens are aware of resources available throughout Hampton.
  - Measurement 1 – More informational brochures
  - Measurement 2 – More presentations/Job Fairs
  - Measurement 3 – PEG-TB (Channel 47)
  - Measurement 4 – General website
  - Measurement 5 – Benchmark and follow up surveys
4. **GOAL 4** – Market education and lifelong learning success stories/statistics.
  - Measurement 1 – Increase awareness via website
  - Measurement 2 – Sold on Hampton
  - Measurement 3 – Economic development

5. GOAL 5 – Ensure all children enter school ready to learn.

- Measurement 1 – All children meet Hampton City Schools “Kindergarten Readiness Checklist

6. GOAL 6 – Provide ongoing education resources that support citizens, post secondary.

- Measurement 1 – Provide financial literacy learning opportunities for all citizens

7. GOAL 7 – Attract, develop and retain highly qualified teachers for children and adults

- Measurement 1 – Increase number of national certified teachers
- Measurement 2 – Increase number of highly qualified teachers

## **Public Safety**

- **Vision Statement**

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*The City of Hampton fosters a safe environment that promotes proactive public safety responsiveness and community interaction.*

- **Goals:**

1. Hampton will enhance communication activities to improve perception so that the public has a greater awareness of public safety programs.

- Measurements:

- Public Safety citizen survey will be conducted to obtain baseline data (separate from the general citizen survey).
- Quarterly meetings between citizens and representatives from Public Safety, Public Works, Codes and others to address citizen comments.
- Post successes/failures/information results on Channel 47, Hampton Page, etc.

2. Hampton will work with community organizations and national and regional authorities to improve and widely communicate emergency preparedness plans for catastrophic events.

- Measurements:

- Publicize general emergency preparedness plans on Channel 47, Website, radio and via other communication mechanisms.
- Frequency of emergency preparedness, drill and special programs will increase annually.
- There will be an increase in the variety and frequency of communication resources utilized to publicize public safety-related programs.

3. Hampton will improve its record of public safety success in providing services as reflected in appropriate public safety standards.

- Measurements:

- Produce charts and graphs of safety events and issues to establish a baseline indicating status of current public safety indicators.
- Performance will be measured annually and benchmarked against industry standards.
- An external review process with citizen input will be established.

- Hampton public safety programs will be implemented utilizing state-of-the-art equipment.
4. Hampton public safety personnel will receive ongoing comprehensive training in best practices.
    - Measurements:
      - Training hours will be monitored for public safety personnel with total hours dedicated exceeding industry standards.
      - Intensive training will be provided for areas identified as requiring specialized training.
  5. Hampton will provide strong codes enforcement and crime and fire prevention programs.
    - Measurements:
      - Citizen participation in Neighborhood Watch and other citizen safety programs will increase each year.
      - Building code enforcement will increase.
      - Public Safety representatives will work with community organizations and city departments to increase activities to improve areas of the city where there is a significant need for blight removal.



**(As of 5/3/2011 we have received no update from the Waterways Committee)**

**Hampton Comprehensive Waterway Management Plan Steering Committee  
(3/14/2011)**

One of Hampton key strategic assets is its waterways and access to the Hampton Roads and the Chesapeake Bay. Our very history is intrinsically linked to these very waterways. As we plan for our future, our waterway assets will play an important role and almost all facets of community life including economic development, recreation, quality of life, neighborhoods, community health and environmental quality. The myriad of ways in which waterways affects our lives are influenced by both local, regional, national and global influences.

*(Note: The Waterways Committee has been charged with a somewhat different set of tasks than the other focus groups. Their work will encompass development of a comprehensive set of goals, recommendations and criteria to guide future City policies and investments regarding waterways management. As a result, their work schedule and product may not always coincide with that of the other groups.)*

**Draft Vision:** Not yet developed

**Draft Goals:** Not yet developed but will focus on four areas:

1. Shoreline protection.
2. Dredging
3. Stormwater management
4. Tidal flooding

**(See Community Appearance, Pride, and Image; Economic Base, Regionism, Transportation and Infrastructure; Environment and Quality of Life; and Good Government for possible common issues and themes)**

*(Note: While not required, you may also list draft strategies under each respective goal if the group has identified strategies during the course of discussions. This represents important thoughts and ideas that should be captured)*

**Measurements of Success:**

(list measureable indicators of success for each goal)

**Focus Group Members:** (core members)

Vince Behm	Woody Woodcock
Andy Bigelow	Edith Newkirk
Frank Blake	Hugh Bassette
Robin Carpenter	Thomas Pantelides
Bob Croft	Polly Siemann
Carole Garrison	Joe Stellutte
Ernest Hale	Kevin Van Sloten
Steve Mallon	Selvin Walker
Ben Williams	Roosevelt Wilson

Perry Pilgrim*	Floyd Gibbs*
Claude Vann*	

\*Appointed but decided they can no longer participate.

## **Things We Have Learned and Next Steps**

Through the course of the focus group discussions, it has become evident that many issues and ideas are shared by multiple groups. These “themes” represent important findings for moving forward. Additional thought and discussion will be required to fully flush out these concepts. How we do this will be one of the questions asked during the Joint Focus Group Work Session on May 26, 2011. This work session will provide an opportunity for representatives of each focus group to process and discuss the public feedback received on May 24, 2011. A number of these “cross cutting themes” were identified during the mid-point review. Prioritizing and combining these key themes will occur prior to finalizing the document.

One of the other common directions which surfaced during the process was the need to monitor our progress. Many participants voiced enthusiasm about the ideas and directions identified, but expressed some reservation regarding the lack of on-going reporting and updates so the general public could better understand what actions and accomplishments emanate from the adopted plan. The central theme was to place an emphasis on carrying through with implementation and monitoring our progress toward key outcomes.

A third important observation came forward that expressed a desire to have some way to continue to have citizen input and involvement after the plan is adopted. The actual details are yet to be worked out, but it was expressed repeatedly that the community members who participated on the focus groups represented a very valuable asset that could in some way assist in moving forward the ideas and concepts expressed in the plan.

Some important topics are not specifically addressed in this phase of the Community Plan Update. Many important community programs and their associated strategies and actions may not be discussed in this broad document. The review of these public policies, programs, and directions should be reviewed as part of the process of aligning our resources and programs to support the community priorities identified in this update process. This type of assessment and alignment should involve both public and private partners who have a role in making our community the kind of place envisioned by all of those who’ve contributed to this plan.